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Grower's 1949 Prices

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STEELE'S MASTODON BUTTERFLY HYBRIDS

Steele's Pansy Gardens

SINCE 1893

2715 S. E. 39th AVENUE, PORTLAND 2, OREGON, U. S. A.

Dear Friends:

We offer you our 1949 price list with two beautiful new color photos. The picture on the front cover shows just a few of the colors which are found in the Butterfly Hybrids. The photograph was taken in August, 1948. Notice how this remarkable strain holds up in size and beauty after six months of continuous bloom and after seed has begun to set. Try some sowings in early spring if your climate is mild.

The photo of a part of the extensive pansy plantings on the grounds of the Los Angeles Turf Club at Santa Anita was taken by permission of Mr. Gould, superintendent of grounds. Steele's Jumbo mixed was used in large beds because the Jumbos can be brought into bloom in time for January opening and will bloom continuously and hold their immense size and brilliant coloring for the entire racing season. The photograph was taken in March of this year after severe freezing

weather had killed other flowering plants in Southern California.

No doubt you have received orders for Steele's pansy plants as a result of consumer appeal ads which we have been placing in leading garden magazines since January. These ads will be continued during the spring season. You will need plenty of Steele's pansies to handle extra orders. And let us know whether you sell plants wholesale or retail.

Send for the seventeenth edition of our booklet on Commercial Pansy Culture, completely revised by Donald M. Steele. If you have a problem not covered in our booklet, possibly we can help you out. If you have suggestions that would help other growers send them to us for our next edition.

These Prices Will Replace All Other Price Lists
Which You May Have

New Introductions

Moon Moth—A joint introduction of Donald M. Steele and The Clarkes. It is a very beautiful immense pure white with the outstanding characteristics of Pay Dirt, which is one of its parent plants. Dark blue pencil markings radiate from the center, many showing a yellow blotch on the lower petal.

Jumbo Bronze Tones—A blend of many grand colors ranging from old gold, rich copper and sunset tones to deep browns. Many smoky blue-bordered types, rosy toned bronze beauties and all with excellent texture and beautiful form. Immense size. A true Jumbo strain, the result of many years' selection from our Jumbo fields. Not red.

Madame Steele—A huge Jumbo purple selection now offered for the first time. Wonderful for adding velvet violet shades if your clients like their pansies deeper in color. Replaces old strain which we discarded several years ago. No faded or magenta tones.

PRICES OF THE ABOVE 3 NEW INTRODUCTIONS

200 seeds \$1.00; 600 seeds \$1.75; 1/16 oz. \$3.00; 1/8 oz. \$5.00; 1/4 oz. \$9.00; 1/2 oz. \$16.00.

Jumbos

“Pay Dirt” — The largest golden yellow ever produced. Blooms have dark rays or tiny dark faces. Fine habit of growth and resistant to summer heat.

Jumbo Beaconsfield — A greatly improved true Beaconsfield type. Upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect.

Jumbo Mixed — Our origination. Field plants producing flowers up to five inches in diameter. Many new and unique colors—pastel pinks, apricots, yellows, blues, brass tones, copper bronze. Purple, red, in two and three color combinations and selfs. Fine form, heavy substance, long strong stems, fine for cutting and forcing. Fully two weeks early.

PRICES OF JUMBOS

	200 s	600 s	1/16 oz.	¼ oz.	½ oz.	1 oz.
Pay Dirt	\$1.00	\$1.75	\$3.00	\$5.00	\$9.00	\$16.00
Beaconsfield		1.00	1.50	2.75	4.75	8.00
Jumbo Mixed		1.00	1.75	3.00	5.00	9.00
	(oz. \$16.00; 2 oz. \$30.00; 4 oz. \$56.00)					

Butterfly Hybrids

Butterfly Hybrids — A rainbow collection originated by Donald M. Steele, our pansy hybridist, culminating ten years of hand pollenization of special selections. A strain mainly of pastel character in shades of pink, rose, apricot, buff, orchid, lavender, yellow, pale gold, orange, salmon, coral and flesh, many overlaid with a delicate bronze cast. The form is unbelievably ruffled, fluted, and marked with sun rays and blotches of butterfly sheen metallic jewel tones. A distinctive strain different from any other pansies and unmatched for cutting. The substance is superb and stems are long.

Prices—200 seeds \$1.00; 600 seeds \$1.75; 1/16 oz. \$3.00; 1/8 oz. \$5.00; 1/4 oz. \$9.00; 1/2 oz. \$16.00; oz. \$30.00; 2 oz. \$55.00; 4 oz. \$100.00; 8 oz. \$175.00; lb. \$325.00.

Swiss

Sea Blue—An intense blue pansy with a dark blotch. One of the best and most uniform of our separate colors. Exceptional for color contrast and merits our recommendation.

Gorgeous Red—The reddest pansy we have ever produced with a deeper blotch. Not quite so brilliant as Irene. We have never been able to produce enough of this strain to fill orders as it requires heavy rogueing and is a shy seeder.

Super Swiss "400" Mixed — A strain of the better known Swiss Types grown in a perfectly balanced mixture. Contains fine reds, carmines, scarlets, gold, rose, fuchsia, blues, violets, and many variations with three-tone color effects, all beautifully blotched, often bordered in contrasting hues.

PRICES OF SWISS

	400 s	800 s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
Sea Blue	\$. . .	\$1.00	\$1.25	\$2.00	\$3.50	\$6.50	\$12.00
Gorgeous	1.00	1.75	2.50	4.00
"400" Mixed	2 oz.	1.00	1.25	2.25	4.00	7.50	14.00
	2 oz.	\$27.00	4 oz.	\$48.00			

IMPROVED BEDDING TYPES

Mlle. Irene — Copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones. Fine for adding red to your mixture.

Golden Gate—A fine golden yellow with three dark blotches. Very resistant to heat and drouth and of excellent growth habit. Good for color effects.

Adonis—Light blue shades. Most blooms show small white face in center of bloom marked with darker blotches. Good to use with Butterfly Hybrids which lack blue.

Grand Duke Michel—Pure white, some with delicate rays. Dwarf, compact plants covered with blooms all season. Excellent for borders and carpeting.

PRICES OF BEDDING TYPES

	800 s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	oz.
Mlle Irene	\$1.00	\$1.50	\$2.75	\$5.00	\$9.00	\$...
Golden Gate	1.00	1.75	3.00	5.50	10.00
Improved Adonis..	...	1.00	1.75	3.00	5.50	10.00
Grand Duke Michel75	1.25	2.25	4.25	8.00

DIRECTIONS FOR GERMINATING SEED

1. Have your soil clean and pulverized to a depth of six or more inches.

2. On the level surface spread evenly a layer of compost or pulverized well rotted manure to a depth of at least one inch. Overlay compost with half inch of the best soil you have, thoroughly pulverized.

3. Rake down and tamp surface level.

4. Soak down the bed to several inches. Allow to dry enough to again tamp for a smooth seed base.

5. Treat seed with Copper Oxide or Semesan. Sow in shallow drills or broadcast. Cover with sifted mixture of two parts peat moss to one part of compost. The depth of this covering should be about one-eighth inch.

6. Use spray of water to moisten surface after light burlap cover is on. Do not use heavily chlorinated water if avoidable.

7. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely, we remove bur-

lap permanently and sift tops of beds with thin layer of peat moss. To avoid damping off, water your seedlings VERY SPARINGLY.

Maintain constant moisture during the day but never allow seed beds to go into the evening overly moist. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. WE USE 250 SQUARE FEET TO SOW AN OUNCE OF SEED BROADCAST.

CAUTION—Alternate your pansy crop with some other crop.

If your fall seedlings are not growing rapidly enough, fertilizer is the answer. The same goes for late winter and spring. Feed them often and cultivate frequently for top results and maximum profits that you should get from our seed.

The unusually high germinating qualities of Steele's Mastodon Pansy Seed is a revelation to all extensive growers who use our stock. Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.

Lest You Forget!

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is **not genuine** unless grown in our gardens.

Free with each order of \$2.50 or more we will mail, post-paid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London. If you wish this picture and have not received one, be sure and ask for it when you order.

Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O.K.

Check your order carefully and send remittance in full by money order or bank check. Stamps O.K.

We cannot accept any C.O.D. orders.

No charge for Air Mail.

We do not offer packets smaller than those listed.

If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time. Hot climates are not safe to store pansy seed unless kept under mild refrigeration. Be sure to write your name and address plainly, including zone number. Tightened postal regulations require zones for delivery of catalogs.

STEELE'S PANSIES AT THE SANTA ANITA RACE TRACK



The sixteenth year of Steele's pansies on the grounds of the Los Angeles Turf Club at Santa Anita. Mr. Elmer Gould, superintendent of grounds, supervised the planting of the pansies which were grown by the West Coast Nurseries located at Hawthorne. This photograph was taken in March shortly after the severe freeze suffered by Southern California last winter. The Jumbo pansies bloomed continuously from the opening day December 27, 1948 until they were dug by spectators on the last day of the races by permission of the management.

STEELE'S PANSY GARDENS

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